GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA

UNSTARRED QUESTION NO:6068
ANSWERED ON:06.05.2002
AGREEMENT WITH MALAYSIA TO PROMOTE TOURISM
ASHOK NAMDEORAO MOHOL

Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether any agreement has been reached with Malaysia to promote tourism between the two countries;

(b) if so, the details thereof; and

(c) the steps taken by the Government to attract tourists from Malaysia?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a): No, Sir.

(b): Does not arise.

(c): In order to attract tourists from Malaysia , various publicity and promotion activities were undertaken which include :

1) Refocussing of overseas marketing and promotion policy to South East Asia including Malaysia.

2) Holding of special India Evening with cultural programmes at the close of PATA Annual Conference, 2001 in Kuala Lumpur as a prelude to hosting the prestigious PATA Annual Conference 2002 in India.

3) Holding of Road Shows−cum-India Presentations and participation in tourism exhibitions by Indiatourism, Singapore.

4) Hosting of fam tours of media and tour operators to offer them first hand knowledge of Indian tourism product and tourist facilities

5) Promotion of special-Tour Packages like South India, Golden Triangle (Delhi-Agra-Jaipur) and Buddhist Sector for different communities in Malaysia.

6) Release of advertisements in Print media from time to time.

7) Promotion of special tour packages for PIOs and NRIs to discover routes and undertake pilgrimage.

8) Department of Tourism is in the process of establishing a tourism promotion office in the Embassy of India, Kuala Lumpur.